

A T R U E S T O R Y

HOW ADVERTISING SAVED MY LIFE.

For the past 18 months, I've been involved with producing TV and prints ads concerning colon cancer. Ads explaining to Utahns that colon cancer is the second-leading cause of cancer-related deaths in the United States. **And that anyone over the age of 50 should be screened for colon cancer.**

I thought my risk of developing colon cancer was very small, **because I'm not that old.** But I remembered that the husband of Katie Couric (co-anchor of The Today Show) was my age when he died of colon cancer. That's when I thought: **wouldn't it be ironic** if the guy who was doing the ads that tell people there are **no early warning signs and it is 95% curable if detected early** actually ends up dying of colon cancer?

So I said, "What the heck." I'll go in for a colonoscopy. It took less than an hour, but guess what? **It saved my life.** I had a large pre-cancerous polyp inside me. If left unchecked it would have developed into colon cancer. It's amazing how a simple test, that normally I wouldn't have done, saved my life. Instead of thinking about retiring, I would have been thinking about dying. **Take it from the guy who does the advertising: get checked.** It could save your life.



If you are 50 or older, get screened today.

Health Resource Line 1-888-222-2542

www.ucan.cc